

Canadian Farm Writers' Federation



2010 Annual Report

Presented to the CFWF 2011 Annual Meeting

By conference call

Tuesday, August 30th, 2011

Canadian Farm Writers' Federation

2010 Annual Meeting

3:00pm

Tuesday, August 30th, 2011

By conference call

1-866-613-5223

Access code 6943560#

Agenda

- 1. Welcome**
- 2. Adoption of the agenda**
- 3. Adoption of the minutes of the 2010 annual meeting**
- 4. Business arising from the minutes**
- 5. President's Report**
- 6. Secretary-Treasurer's Report and Financial Statement**
- 7. Conference Reports**
- 8. Awards Program Report**
- 9. IFAJ Report**
- 10. Regional Reports**
- 11. Senate Report**
- 12. New Business**
- 13. Board Elections**
- 14. Adjournment**

Canadian Farm Writers' Federation

Minutes of the 2010 Annual Meeting

Saturday, October 2nd, 2010

Temple Gardens Mineral Spa Resort, Moose Jaw, SK

1. Welcome

Myrna Stark-Leader called the meeting to order at 7:30 a.m.

2. Adoption of the Agenda

Adele Pelland moved adoption of the agenda as presented. Seconded by Crystal Jorgensen.

Carried

3. Adoption of the minutes of the 2009 annual meeting

Kelly Daynard moved the minutes of the 2009 annual meeting be adopted. Seconded by Ron Friesen.

Carried

4. President's Report

Myrna Stark-Leader presented the business for the year.

- She noted several accomplishments this year: an increase in membership, the establishment of the Atlantic chapter, the completion of the registration of CFWF with Industry Canada.
- Another step forward came in the form of a new sponsorship guideline document developed by the Board.
- She reviewed the progress being made to host the IFAJ 2011 Congress, and the unfortunate circumstance of the 2010 event in Belgium due to disruption of flights due to volcanic ash.
- She thanked the organizers of the Saskatchewan conference for having done a great job and expressed her pleasure and honour to serve as the CFWF president this past year.

5. Secretary-Treasurer's Report and Financial Statement

Hugh Maynard presented the summary of items from the secretariat including the administration of the awards program, website and listserves, and the publication of the Farm Journalist newsletter. Having a summer student for a second year helped considerably. The CFWF accounting system was fully converted from a cash to accrual basis (from Quicken to Quickbooks).

Financial Statement

- Both income and expenses were very close to the budgeted amounts
- Membership revenue stabilized after the increase in 2007 from late payments and higher numbers of members
- The Financial Statement has been reviewed by the Executive as well as a third party bookkeeper.
- The change to accrual accounting required a re-stating of the 2008 financial

statement in order to establish a balance sheet and align the categories for subsequent reports. In the course of this conversion a \$919 discrepancy was revealed between the adjusted statement and previous reports; this required that the re-statement of the 2008 financial statement be approved by the 2009 annual meeting.

Hugh Maynard moved to accept the revised 2008 Financial Statement, seconded by Ron Friesen.

Carried

Hugh Maynard moved to accept the 2009 Financial Statement, seconded by Owen Roberts.

Carried

Hugh Maynard moved that Flo Johnson review the financial records for 2010, seconded by Danny McMillan.

Carried

Hugh Maynard briefly reviewed the 2010 financial statement and budget for information purposes.

6. 2010 Conference Report

Myrna Stark-Leader reported on the 2010 conference providing information on the participation and sponsorships, in particular the very high number of registrations. Annemarie identified each of the host committee members and gave a brief description of their contributions to the conference.

The 2011 Conference will be hosted by ECFWA in Guelph and Niagara Falls, ON as part of the IFAJ 2011 Congress.

Conference rotation is as follows:

2011	EC (IFAJ)
2012	MB
2013	BC
2014	EC
2015	AB
2016	SK

7. Awards Program Report

Christina Franc, Awards Coordinator, presented the 2010 Awards Program update. This year's awards program had 207 entries, slightly less than the past year. The press feature category once again was the largest with 43 entries and more entrants are also starting to submit online pieces. There continued to be a wide variety of judges from across North America to assist in the judging process. This year, the feature photograph category was named after Don Baron, one of the five founders of CFWF. It is a continuing challenge to maintain sponsorship for individual awards and one category remained unsponsored.

8. IFAJ Report

Janet Kanters, the CFWF representative to the IFAJ Executive, gave the report. She noted that IFAJ had secured sponsorship from Alltech to expand the young leader program, Pioneer Hi-Bred International is to sponsor Master Class in 2011, and Karlie Elliott Bowman is the new IFAJ newsletter editor in partnership with the Agricultural Communications Documentation Center (ACDC). She reviewed the upcoming press tours in Italy and Serbia, the upgrade to the IFAJ website, an upcoming farm safety initiative and that the 2012 IFAJ congress would be held in Sweden from August 15-18.

The 2011 Conference will be hosted by ECFWA in Guelph and Niagara Falls, ON as part of the IFAJ 2011 Congress. Co-chairs Owen Roberts and Lilian Schaer gave a brief overview of the location and anticipated activities including participants from about 30 different countries with approximately 250 – 300 delegates, journalists from developing countries will participate in a special Master Class program, promotions made to the 2010 Congress in Belgium and the sponsorships that had already been committed.

9. Regional Reports

Written reports contained in the handout. Regional representatives provided a brief overview.

10. Senate Report

Tabled to the evening banquet. Senators to meet in the bar at 5pm to prepare.

11. New Business

By-Laws

Hugh Maynard explained that although CFWF had amended its by-laws in the previous year to be compliant with Industry Canada requirements for incorporation, it was necessary to make further (minor) amendments at the request of the department.

Hugh Maynard moved to accept the proposed by-law changes, seconded by Crystal Jorgensen.

Carried

Atlantic Canada

Allison Finnamore provided background on the creation of the Atlantic Canada Farm Writers Association (ACFWA) to represent agricultural communicators in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland & Labrador. The new association had sent a letter of application to the CFWF board of directors to join CFWF as a regional association, as required by the by-laws, which had been accepted.

David Schmidt moved to accept the request of the ACFWA to join CFWF, seconded by John Greig.

Carried

12. Board Elections:

Owen Roberts chaired elections process. Hugh Maynard informed everyone of the process according to the constitution.

- On behalf of BCFWA, David Schmidt nominated Tamara Leigh as their representative on the CFWF board
- On behalf of AFWA, Clare Stanfield nominated Annemarie Pederson & Alexis Kienlen as their representatives on the CFWF board.
- On behalf of SFWA, Lisa Guenther nominated Myrna Stark Leader as their representative on the CFWF board
- On behalf of MFWBA, Crystal Jorgensen nominated John Morris as their representative on the CFWF board
- On behalf of ECFWA, Karen Dallimore nominated Kelly Daynard and Clare Illingworth as their representatives on the CFWF board
- On behalf of ACFWA, Wayne Riley nominated Allison Fynamore as their representative on the CFWF Board

Members at Large –

- Marlene Hursh nominated Lisa Guenther as the western representative.
- John Greig nominated Hugh Maynard as eastern representative.

Owen Roberts closed nominations, all nominees accepted.

13. Adjournment:

Ron Friesen moved adjournment at 8:21 am.

Annual Reports

President's report

By Myrna Stark Leader, CFWF President

Wow! Where does a year go? Seems like just yesterday when I was delighted to see so many members travel to Moose Jaw, Saskatchewan.

Each year, I am more and more impressed by the members of our group from across the country who step up and get things done for our non-profit organization. This includes all those who serve in a variety of roles in their local federations and at the national level. To echo a brand statement from someone else: "Membership has its privileges!" In CFWF, that privilege is about what you gain when you choose to become more involved in learning, mentorship, knowledge sharing, leadership and volunteerism. It is what has helped keep the organization going and growing across Canada. Thank you for being part of and for your commitment to CFWF.

Although my grandparents were immigrants to Canada and farmers, my parents nor I farm. I was drawn into the world of agriculture through my career in journalism/P.R. It is a fascinating sector with so many great people and great possibilities. No economic sector is without challenges, but agriculture and the jobs connected with it, remain a noble profession and a much too well-kept secret. My hope is that through our individual connections and power we will help the public and even those in the industry to keep their eye on the positive and talk about it more.

As you will have experienced when you read this, to all those who worked on this year's conference, BRAVO! All your hard work is very much appreciated. Thank you.

The Board continues to look for ways to more effectively run the organization and provide you with value for your membership fees. A summary of accomplishments for the year follows.

It has been a great pleasure and honour to serve as the CFWF president for these past two years. Thank you to my fellow Board members, the Secretariat, and for allowing me the opportunity. See you all next year in Manitoba!

*Sincerely,
Myrna Stark Leader*

Highlights from 2010-2011

National membership: With a new Atlantic chapter in 2010 and small growth in membership across Canada, including several additional Quebec members in conjunction with the IFAJ 2011, CFWF is estimating membership at about the same as in the last years (350+).

CFWF Registration: To conclude the formal registration process for CFWF, we needed to submit a French version of the CFWF name. The Board agreed to Fédération canadienne des écrivains agricoles. This was the final step which will allow our association to be formally registered at all levels, and the application is currently waiting approval.

Support for Japan: On behalf of the membership, the Board donated \$500 to the Japanese earthquake/tsunami relief effort organized by the IFAJ. The money was sent to the Japanese Agricultural Journalists Association (JAJA) and specifically earmarked for rural areas. This contribution demonstrated the interconnectedness of farm writers throughout the world and was part of an international news release on April 29, 2011 that stated that more than \$9,000 was raised by 10 organizations. CFWF was listed.

Sponsorship guidelines: Although I mentioned that they were complete, the CFWF sponsorship guidelines required a bit of finalization at the beginning of the year. I am pleased to report that material from the Moose Jaw conference has been archived with the Secretariat office and shared with the Manitoba conference organizing committee. I know that those working on our Guelph/Niagara conference will also share their material. The document establishes a process, sponsorship levels and what is offered in return for sponsorship dollars or in kind donations. The benefit will be greater consistency across the country. Thanks to everyone who contributed to the document.

Special recognition: CFWF made arrangements for Henry Herald and AAEEA did the same for Bob Rupp and their spouses to attend the 2011 CFWF/IFAJ Congress. These are two of the organization's longest serving members, and likely the only members who attended the last Canadian congress in Canada in 1967!

IFAJ:

- 1) Allison Finnamore agreed to take on the 5-year responsibility as the IFAJ Canadian liaison with IFAJ, including participation in semi-annual IFAJ meetings. (See IFAJ report for more details)
- 2) CFWF Board member, Lisa Guenther from Saskatchewan, who was selected by CFWF-appointed judges to be Canada's entry for the program, was then selected by IFAJ judges as one of the successful participants in the Young Leaders program.
- 3) New Alberta Farm Writers' Association member, Megan Oleksyn won the 2011 Canadian Farm Writer Federation International Bursary. She received up to \$2500 from bursary sponsor, Monsanto Canada, toward the costs of travel and registration for IFAJ 2011. With her own company, her work appears in Grainews, the Western Producer, Alberta Beef, Alberta Farmer, realagriculture.com, the Alberta Farm and Ranch Directory, Beef Business magazine, and other publications and websites under her own

by-line and for clients. As 2010 winner John Greig was unable to get to IFAJ Belgium due to the volcano, Monsanto and the Board agreed to send John to IFAJ Sweden in 2012. Thank you to Monsanto for their generosity and flexibility

4) Seven CFWF members attended IFAJ 2011 in Belgium.

5) Members of the Board contributed to an IFAJ, future of the organization, survey and did so.

AG debate: The Canadian Federation of Agriculture approached Hugh Maynard, our Secretary-Treasurer to moderate the federal election agriculture debate in April, which he did with grace. This is great profile for CFWF.

CFWF Secretariat: Thanks to the work of Hugh Maynard who runs our day-to-day business along with Christina Franc who left us part way through the year to work in London UK, and Felicity Feinman, who served as Awards Administrator for the CFWF Awards program and did a great job. Felicity was hired under the Young Canada Works program. She is studying journalism at Carlton.

Farm Journalist editor: After six years, Connie x, retired as editor of the national CFWF publication, the Farm Journalist. Thank you Connie for your many years of service. The Board agreed to have Christina Franc move into the role, as she had been helping Connie previously.

CFWF Awards: The Board approved having blogs included in the press column category.

2010 conference: CFWF received \$8,250.00 from the successful Moose Jaw conference. The amount was larger than forecast due to a number of last minute sponsorships.

CFWF Facebook page: The Board investigated a CFWF Facebook page but it was decided that there would be more benefit for each region to have their own Facebook page.

CFWF promotion: Your Board agreed to the creation of an official CFWF pin for CFWF and IFAJ members who chose to visit Canada.

Secretary-Treasurer's Report

Prepared by Hugh Maynard

Administration

The 2010-2011 year was pretty much steady from an administrative perspective – a little bit of paperwork here, a little there, a few cheques to write and so on. CFWF's administrative coordinator, Christina Franc, continued to work at a distance from her internship in London, UK; she also supported Connie Duivenvoorden, editor of the Farm Journalist, in the publication of the newsletter. CFWF's second summer student employed through a Young Canada Works grant, Felicity Feinman, took over the coordination of the awards program and membership activities. Felicity, like Christina, is a journalism student at Carleton University. Many thanks to all three of them for all the work they did in the past year ensuring that we had well functioning organization and a quality newsletter. The CFWF Board met once in person at the 2010 annual meeting and three times by conference call – a good time was had by all.

Membership

Membership numbers stayed steady for 2010 at just above 350 which was good considering the increase in the membership fee and the economic situation.

Finances

The bank balance remained healthy due to the generous contribution of sponsors to the 2010 conference in Saskatchewan, and the support for Secretariat activities through the YCW summer student grant. This has allowed continued contributions towards the organization of the IFAJ Congress in 2011 through the provision of support for an official delegate to IFAJ meetings, purchase of liability insurance and other miscellaneous costs such as translation.

Non-profit status

The paperwork to be incorporated with Industry Canada has finally been completed, and registration with GST/QST has been initiated as the revenue with the IFAJ 2011 will push the Federation past the exempt threshold of \$50,000. CFWF also has to register a French name as the corporation, even though federally registered, has its headquarters (sic) in Quebec and so therefore is obliged to have an official French version of its name (Fédération canadienne des écrivains agricoles).

Conference Planning

As per the conference schedule adopted in 2004, the rotation has been adapted to accommodate ECFWA hosting every third year (instead of every second one); Atlantic Canada has not yet been added into the rotation but can offer to host for a future year.

2012	MB	2017	EC	2022	SK
2013	BC	2018	MB	2023	EC
2014	EC	2019	BC	2024	MB
2015	AB	2020	EC	2025	BC
2016	SK	2021	AB	2026	EC

CFWF Financial Review 2010

Comptabilite Flo Johnson Bookkeeping
99 Francoise Cuillerier
Notre Dame de L'ile Perrot, Qc. J7V 9E3

August 21st, 2011

To: CFWF Board of Directors

I have been requested by Hugh Maynard, CFWF Secretary-Treasurer, to review the financial records of the Federation for the year 2010.

I have verified the figures listed on the CFWF Financial Statement by comparing:

1. Accounts Payable and Accounts Receivable against the figures listed.
2. Bank statement debit and credit entries against the General Ledger and proved the bank reconciliation.
3. Compared Financial Statement figures of 2009 against 2010.

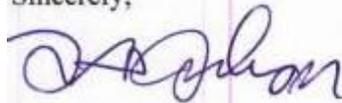
When comparing the bank statements to the Financial Statement, I found both the income and expenses on the Financial Statement matched the figures listed.

When comparing the overall amounts listed, they are mostly in line with the normal levels of variance. There are two items of note:

1. On the revenue side, Sponsors increased by \$79,000, with a comparable increase on the expense side. This is attributable to the IFJA 2011 Congress being hosted by CFWF. CFWF received sponsorship donations in 2010 for IFAJ 2011 of which 100% was forwarded on to the Regional Affiliate responsible for organizing the event.
2. "Other" expenses in 2010 increased by \$5,272 compared with 2009. This was attributable to the purchase of liability insurance and other miscellaneous expenses related to CFWF preparations for the IFAJ 2011 event.

Generally, the financial records were in good order and sufficient to complete the review.

Sincerely,



Florence Timms-Johnson
Bookkeeper

CFWF Financial Statement 2010

		<i>2009</i>	<i>2010</i>
<u>INCOME</u>			
Awards	Fees	\$ 4,729	\$ 4,230
	Sponsors	\$ 11,600	\$ 10,000
	IFAJ Bursary	\$ 2,500	\$ 2,505
Conference	Registrations	\$ 0	\$ 300
	Sponsors	\$ 0	\$ 0
	Other	\$ 9,500	\$ 8,251
Memberships		\$ 10,100	\$ 10,740
Interest		\$ 1	\$ 2
Other		\$ 6,010	\$ 6,772
IFAJ		\$ 0	\$ 81,000
TOTAL INCOME		\$ 44,440	\$ 123,800
<u>EXPENSES</u>			
Administration	Admin-Coordinate	\$ 9,076	\$ 9,856
	Conf. calls	\$ 139	\$ 253
	Insurance	\$ 642	\$ 3,950
	Other	\$ 642	\$ 1,406
Awards	Administration	\$ 1,836	\$ 3,191
	Certificates	\$ 934	\$ 1,268
	Judging	\$ 1,667	\$ 1,300
	Prizes	\$ 7,925	\$ 8,425
	Refunds	\$ 80	\$ 0
	IFAJ Bursary	\$ 2,500	\$ 2,500
Conference	Expenses	\$ 0	\$ 450
Farm Journalist	Honorarium	\$ 1,000	\$ 0
	Travel	\$ 0	\$ 0
IFAJ	Fees	\$ 3,867	\$ 3,320
	Congress rep.	\$ 1,500	\$ 1,631
	2011	\$ 2,500	\$ 81,496
TOTAL EXPENSES		\$ 33,666	\$ 119,046
TOTAL INCOME/EXPENSE		\$ 10,774	\$ 4,754

CFWF Balance Sheet - 2010

	2009	2010
<u>ASSETS</u>		
Current assets		
Chequing	\$ 16,611	\$ 20,434
Accounts receivable	\$ (27,920)	\$ 10,649
Pre-paid expenses	\$ 0	\$ 906
Undeposited funds	\$ 40,000	\$ 20
	<hr/>	<hr/>
Total current assets	\$ 28,711	\$ 32,009
Total Assets	\$ 28,711	\$ 32,009
<u>LIABILITIES & EQUITY</u>		
Current liabilities		
Accounts payable	\$ 1,477	\$ 21
Total current liabilities	\$ 1,477	\$ 21
	<hr/>	<hr/>
Total Liabilities	\$ 1,477	\$ 21
Equity		
Opening balance	\$ 16,296	\$ 16,296
Retained earnings	\$ 164	\$ 10,938
Net income	\$ 10,774	\$ 4,754
	<hr/>	<hr/>
Total Equity	\$ 27,234	\$ 31,988
Total Liabilities & Equity	\$ 28,711	\$ 32,009

Awards Program Report

By Felicity Feinman, Awards Co-ordinator

It has been an eventful and challenging year for the CFWF Awards with a Canada Post strike that ended the day of the original deadline for entry submissions. It was also challenging for me, as the Awards Coordinator, as it was my first time living on a farm, let alone organizing farm writers' awards. Nevertheless, we received many entries of a high calibre and were able to work around the Canada Post strike without any being lost in the mail.

A total of 182 entries were received which is down from last year's total of 207, possibly due to the postal strike. When rotating strikes began on June 3 we were concerned about receiving entries on time, but when Canada Post closed its doors for an indefinite period, we were forced to consider other options. The entry deadline was extended by two weeks, which ended up giving entrants 3 days after mailboxes reopened to mail their entries. Many entries were received quite late after the deadline (the last one came in a month after the deadline!) but were all postmarked on the correct date.

In terms of entries for particular categories, there was actually an increase in entries for the TV News Reporting category. This year there were five entries, up from last year's three entries. This is promising as this category has been struggling in the past. Radio News Reporting, on the other hand, received only one single entry and Daily Press Reporting received three. An online registration form has been started where members can suggest journalists or organizations that they know that might have an entry for any of these three categories. Suggestions are most welcome.

One thing that the postal strike shone light on was the possibility of digitizing the awards program. This was considered at one point during the strike but it was decided that the infrastructure to accept digital entries was not in place at that point. There are many things to be considered when digitizing the program. First of all, we need to continue to accept entries via mail because not all people have access to the technology needed to submit a digital entry. Secondly, an online entry form will need to be established and a standard file type in which to accept entries will need to be selected (likely PDF). In terms of online entries, another issue that came up this year was URL's for the General Periodical and Press Column categories which now accept e-newsletters and blogs.

Lastly, this year saw an increase in discrepancies amongst judge's scoring within categories. Judges are provided with lengthy judging notes and guidelines, but these do not include a numerical guideline for marking (i.e. exceptional entries should receive >90%, good entries should receive >80%, etc.) These guidelines will be added to the judge's instructions to help provide more coherence in terms of judging.

In conclusion, although this year produced many challenges, it also provided opportunities particularly in the realm of digitalizing the awards program, which will be a project for next year. Thanks to the judges, sponsors, entrants, and the CFWF Board as you all made the Awards Program 2011 a success.

International Federation of Agricultural Journalists (IFAJ)

By Allison Finnamore, CFWF representative to IFAJ, and Lilian Schaer and Owen Roberts, IFAJ 2011 Co-chairs

IFAJ 2011 Canada

For the first time since 1967, Canada is welcoming the world to an IFAJ Congress. Nearly 265 delegates from 33 countries are scheduled to participate.

The organizing committee has tried to include something for everyone. Beginning in Guelph – Ontario's major agricultural centre – the congress tours go to the three Great Lakes regions of Lake Ontario, Lake Huron and Lake Erie. The congress ends in Niagara Falls for entertainment, food and some fascinating professional development.

A pre-congress tour is taking place in British Columbia, with post-congress tours focused on Atlantic Canada and on research at the University Guelph.

Also for the first time, the IFAJ-Alltech Young Leaders in Agricultural Journalism program will include a boot camp that will be held in conjunction with the congress, as well as a master class for journalists from underdeveloped countries.

As well, participants were given the opportunity to attend Canada's Outdoor Farm Show just prior to the congress, which proved to be a popular feature with more than 130 signed up.

Visit the congress website at www.ifaj2011.com.

A budget report on the congress will be communicated shortly after its conclusion.

IFAJ business

In the fall of 2010, Janet Kanters announced that due to new employment that made it difficult for her to travel, she was resigning as Canada's representative of the IFAJ executive committee. I was pleased to receive support from the CFWF executive to become the new Canadian representative. Janet Kanters was one of many who were instrumental in increasing IFAJ awareness within CFWF and her hours of volunteer time that she's given to both organizations, as well as the Alberta Farm Writers' Association, should be applauded.

The IFAJ Executive Committee met in Berlin, Germany in January 2011. As my first meeting as Canada's representative on the IFAJ executive committee, this was an excellent chance to meet many of the representatives from other member countries. Good connections were made and I had an excellent introduction into IFAJ executive committee business.

In July, I helped judge the IFAJ Star Prize for Photography. With nearly 200 entries, it was a major job to select the cream of the crop. The entries from around the globe were impressive, breathtaking and inspiring.

Alltech Young Leaders Boot Camp and Pioneer Master Class

IFAJ will make history in Canada when these two career building opportunities are held. Each held at previous congresses and to a lesser degree, this year, the boot camp and master classes are both bigger and better, with 28 participants expected.

The Pioneer Master Class is for journalists from less developed countries. Professional development will focus on skills, agricultural issues, media trends and agri-business. Participants are expected from China, Burkina Faso, Guinea, India, Argentina, Brazil, Uruguay, Peru, Armenia, Congo and Madagascar. The program is co-ordinated by Agriterra.

The Boot Camp is expanding not only in numbers this year, but also in depth of professional development. This year, 14 young leaders sponsored by Alltech -- 10 for 2011, plus four who couldn't make it to last year's IFAJ Congress in Belgium due to travel difficulties -- will participate in the program, including Lisa Guenther of Canada.

IFAJ Yara Award

IFAJ started a new award this year, the IFAJ-Yara Award for Reporting on Sustainable World Agriculture was open to articles, Internet productions or radio/TV broadcasts on the broad themes of hunger, feeding the world sustainably and meeting the challenge of providing nutrition to a growing world population. This award provides a unique professional development opportunity for all IFAJ members to participate in a broad-based contest that is relevant to current global issues – the goal of higher food production with a lower carbon footprint.

This year's contest focused on a specific theme: How to feed a still growing world population? Can we double agricultural production towards 2050? Experts say we must double agricultural production during the next 40 years in order to avoid hunger and in order also to produce agricultural products for energy purposes. At the same time agricultural land will only increase slightly, and water may be an even more limited resource.

The prizes are significant: First prize is 3,000 euro, second, 1,500 euro and third place 750 euro. The names of the winners and their work will be published following the congress on the IFAJ website.

IFAJ Challenge 2020

IFAJ has started the process of strategic planning and looking ahead to where the organization is going. Extensive work was done by on this by the IFAJ Strategic Committee in Berlin and a detailed survey followed. The survey was circulated among CFWF executive members and association presidents. Results are expected at the IFAJ executive meetings in Canada in September 2011.

IFAJ website

The evolution and improvement of the IFAJ website continues. A new freelance directory, where members are now able to post samples of their work, is now available on the site, as is a Twitter feed.

When the #ifaj tag is used in Twitter updates, the message is immediately put into a rotation on the IFAJ website feed. Work is also ongoing to have more translation done on the website.

The executive continues to look at ways to update, freshen and improve the IFAJ website.

Future congresses

It's always exciting to look ahead and see which part of the world is inviting IFAJ in. Sweden will host the IFAJ Congress in 2012, from August 15 – 19, 2012. Argentina will host the congress in 2013 and Scotland is slated for 2014.

Regional Reports

British Columbia Farm Writers' Association

Prepared by Tamara Leigh, BCFWA Vice-president

In what seems to be becoming a tradition, the BCFWA annual tour followed on the heels of the CFWF conference. We had a strong turnout for a tour of the Bakerview EcoDairy in Abbotsford hosted by Bill Vanderkooi, owner of the Nutriva Group. The Bakerview EcoDairy is built on the edge of the urban/rural divide. It features a learning centre, and is a demonstration site for innovations in the dairy industry including customized feed, bedding and stall configurations, an automated cow brush and robotic milker.

To put the “eco” in dairy, Bakerview has incorporated natural ventilation, energy efficient lighting, and a water conservation system that supports a green roof. An anaerobic digester turns the ever-present supply of manure into energy and sterile bedding that is used in the barn. The location combined with educational attractions and a farm fresh market, have made it a popular agri-tourism destination

The BCFWA AGM was once again held in conjunction with the Pacific Agriculture Show in Abbotsford. Williams Lake rancher and former BC Minister of Agriculture, David Zirnhelt, and Thompson Rivers University (Kamloops) chair of cattle industry sustainability, John Church, provided BCFWA members with an overview of their efforts to revitalize the BC beef sector.

There were a number of changes on the executive this year. David Schmidt's efforts to retire were thwarted once again, but Peter van Dongen stepped down from his post as Vice President to spend more time with his family and attend to his increasing responsibilities with Meyers Norris Penny. Tamara Leigh agreed to step into the void, and will retain her responsibilities as BC's representative to the CFWF Board for another year. Agriculture and Agri-Food Canada's new Communications Manager, Jackie Stewart, assumed the role of Secretary with her new position at AAFC. Sandra Tretick remained as Treasurer, and Bob Mitchell continued as the administrator of the Tim Armstrong Fund.

This year's major initiative for the BCFWA has been coordinating the BC pre-congress tour for the IFAJ Congress. We are proud to be hosting delegates from the IFAJ Congress, as well as members of the BCFWA and the BC Institute of Agrologists for a three-day bus tour of BC agriculture. It promises to be an exciting and informative program, and an outstanding networking opportunity.

Alberta Farm Writers' Association

By Janet Kanters, AFWA Executive Director

The Alberta Farm Writers' Association membership currently stands at 88 members. AFWA representatives on the CFWF executive committee are Alexis Kienlen and Annemarie Pedersen.

The AFWA's main activity this year was the annual tour/meeting, developed by Jim Hahn and Ron McMullin – 'All Fired Up - About Wind and Water' – held June 2-3 in the Lethbridge area. Twenty-eight participants toured the International Wind Energy Academy (www.lethbridgecollege.ca/students-staff/iwea) housed at Lethbridge College, to learn about the power of wind energy – very apt in Alberta! The group then toured the Lethbridge Irrigation Development Centre (www.demofarm.ca) where they looked at irrigation pivots, and a demonstration irrigation canal.

Lunch was held at Broxburn Vegetables and Café (www.broxburn-vegetables.com), where participants dined on greenhouse vegetables, wraps and homemade pie. This was followed by a tour of the greenhouses. Participants then took the bus to Perry Produce Potato Farm, where farmer Harold Perry spoke about growing potatoes for Frito-Lays. The trip to a wind farm was cancelled due to the wind and rain (yes, true!), so the day concluded with a steak supper at Indian Hill Golf Course and a presentation about the neighbouring Readymade community (originals.farm.tv/post/95/readymade_community_association.html).

The final day of the tour consisted of a visit to the University of Lethbridge's Alberta Water and Environmental Sciences Building. Participants talked with researchers who study watersheds, fungicide biological controls and the effects of toxic chemicals on fish.

In other news, the AFWA unveiled a brand new website. They are currently seeking a volunteer AFWA member to provide 'webmaster' services to keep the site updated. Check it out at www.afwa.ca.

Saskatchewan Farm Writers' Association

Prepared by Myrna Stark Leader

Membership

Membership continued to grow in the last year, with an increase from 46 in 2010 to 48 in 2011.

Events

Members held their annual meeting in Regina in November 2010 during Canadian Western Agribition. During this meeting, a new executive was elected and we wrapped up notes from the successful CFWF 2010 Moose Jaw conference.

Members also met during the Farm Progress Show in Saskatoon in June 2011. The highlight of the year, however, was the SFWA tour and professional development session held in conjunction with the Saskatchewan Stock Growers' annual meeting in Swift Current June 4 and 5.

We had a good turnout from province-wide members for the session, with 13 people registered, including Annemarie Pederson from the AFWA. Highlights of the tour included a tour of the SPARC research facilities (Agriculture Canada); a presentation from Duane Smith, chair of the Saskatchewan Surface Rights Board; an overview of the new, high-tech equipment by Redhead Equipment Ltd., a local farm equipment dealer; and a tour of REM Manufacturing, which specializes in manufacturing grain vacs and other equipment. We also fit in two professional development sessions, including a writing workshop developed by Diane Goski and presented by Myrna Stark Leader and a photography session facilitated by Michael Raine. All presenters are SFWA members.

The Saskatchewan Stock Growers' annual meeting immediately followed the SFWA event, so members were able to join the Stock Growers' for a barbeque and skeet shoot.

As always, new members are welcome. Contact information for the executive is available on our website at www.saskfarmwriters.ca.

2011 Executive

President – Lyndsey Smith, Grainews

Vice-President – Maureen Fitzhenry, Canadian Wheat Board

Secretary – Jan Côté, Agriculture & Agri-Food Canada

Treasurer – Marlene Hursh, Hursh Consulting & Communications

CFWF President and Saskatchewan Rep – Myrna Stark Leader, Farm Credit Canada

CFWF Western-Member-At-Large – Lisa Guenther, Brick Horse Communications

Manitoba Farm Writers' & Broadcasters' Association

Prepared by Maureen Fitzhenry

Events

In October 2010, the MFWBA held a luncheon with speaker Adam Reid of Versatile Industries who talked about the implementation of air emissions standards for farm equipment. This important issue has not been broadly discussed, so attracted good interest from our membership, who was keen to understand the potential impacts for farmers and the farm-machinery industry.

In December, we held a "Happy Holidays" get-together at the Kings Head pub. This was an opportunity to raise a glass and meet for an informal, social event and catch up. We decided against having a speaker, in favour of the social gathering.

We held our 2011 Annual General Meeting at Tony Roma's restaurant at Polo Park on February 23. Our special guest was the newly elected Member of Parliament for Dauphin-Swan River-Marquette, a mostly rural and agricultural riding. We were interested to hear Mr. Sopuck's views on current agricultural issues, ranging from rural depopulation and the "culture" of agriculture to the effect of pesticide run-off on Lake Winnipeg's ecology to the future of the Canadian Wheat Board.

Also, at the meeting, we had a significant change in our executive. Crystal Jorgenson stepped down as the president of the group after serving in that role for four years and was replaced by Maureen Fitzhenry. Crystal remains on the executive as membership chair and we benefit greatly from her experience, knowledge and competence. Rhea Yates also left the executive. Karli Reimer has been informally recruited as our group's guru of social media and Web-based communications.

On May 5, we held a luncheon featuring Brad Havixbeck, the manager of the Agribusiness Sector, Manitoba Trade & Investment, who talked to 18 MFWBA members about their "Border Busters" program, which helps agri-food businesses export to the United States. This initiative is also supported by AAFC and the Manitoba Food Processors Association. Its goal is to play "matchmaker" between American buyers and Manitoba exporters, and to provide would-be exporters with information on the process and requirements of becoming an exporter. Regular educational bus trips are organized to destinations like Minneapolis.

Our final event for the 2010-11 season was our annual spring tour, attended by 20 members on June 24. The day began with a two-hour videography "Dragon's Den" session at the University of Manitoba, conducted by the MediaBank. This was designed to help journalists and communicators improve the quality and quantity of videos that we are increasingly expected to post to our Web sites and YouTube channels. Lunch was held out in the country at the Café on Rose Lane in Rosenort (Mennonite perogies and sausage, yum). Then it was on to the National Centre for Livestock and the Environment for discussions with researchers on their fascinating projects with hogs and cattle. Next, we were treated to a look at some crop-plot research and then on to the University of Manitoba's awesome new Bruce D. Campbell Farm and Food Discovery Centre, a

hands-on showcase of crop and livestock production, food retailing and food safety. Both of these places were so amazing that we've decided they are a "must-do" for CFWF 2012 conference tours! After that, we stopped at the nearby farm of Tom Schindel, who has been plagued by repeated flooding, exacerbated by his proximity to the City of Winnipeg's floodway. He is part of a committee that is lobbying for solutions. Then it was back to Winnipeg for some Friday-afternoon drinks.

Membership

Our membership has again seen a slight increase, now standing at 66 members. Our events over the course of the year also attracted some new interest, and we expect to grow even larger as we approach the date for hosting the national conference in the fall of 2012.

Other news

We have been having some difficulty attracting interest in applying for our MFWBA Agriculture Awareness Award, established in spring of 2009 as a means to recognize outstanding contributions to public awareness of agricultural issues in Manitoba. This was seen as a good use of some of the money in our bank account raised by national conference sponsorship in 2006. Due to lack of sufficient numbers of applicants, we did not award this prize in 2011. We have instead discussed changing the format of the award so that applicants will apply for money to fund projects that they intend to carry out – rather than submitting completed projects for award consideration. This may also help fledgling freelancers and communicators in getting their work published or acknowledged.

The MFWBA will be hosting "CFWF 2012: Mud, Floods and Suds". Our theme is soil and water (mud), since Manitoba agriculture is renowned for both. A committee has been struck and we've held several preliminary meetings. There are some great ideas emerging for tours, speakers and social events that are bound to interest our fellow agricultural "muck rakers". So we will be encouraging everyone to come get down n' dirty in Manitoba on September 22 next year, once again to be held at the awesome and historic Hotel Fort Garry.

Eastern Canadian Farm Writers' Association

Prepared by Clare Illingworth, President

It's been another exciting year for the Eastern Canada Farm Writers' Association and we are please to share the highlights of our activities. IFAJ 2011 has been a huge focus for many of our members, as Ontario gears up to host our international colleagues.

ECFWA Professional Development

The winter professional development seminar took a deeper look at the alternative options to publishing through an established book publishing house, by self-publishing or open-publishing.

Nearly 30 ECFWA members attended in person or by teleconference to learn about the pros and cons of self-publishing; its costs, time commitment and what to expect from e-publishing partners.

Veteran writer and ACFWA President Allison Fynamore then followed up on this session by sharing her experience of working with a traditional publishing company in *The Nib*.

ECFWA annual meeting

The 2010-2011 ECFWA annual meeting was held on April 28, 2011 in Waterloo, combining professional advice on defining your personal brand online and various booths operated by our technology experts. It was one of our best-attended annual meetings.

Managing personal profiles online was led by Amanda Virtanen, Vice President with Toronto PR agency Cohn & Wolfe. She stressed the emergence of social media sites that share your story spread rapidly enough that many did not consider their privacy implications.

"Because the online world evolves at such a rapid pace, we are all learners," reminds Amanda. For this reason, she focused her discussion on the big three: Facebook, Twitter and LinkedIn. Her rule of thumb is to keep Facebook for your family and friends and LinkedIn for your work colleagues and professional acquaintances. Twitter, she advises, can be used for both professional and personal relationships.

The technology fair used display booths for members to visit and have their questions answered by experts in the latest technology available in today's marketplace, including the Apple Mac Pro and iPad, digital recorders and camera, video production and free online learning tools.

Finally, the board said farewell to longtime volunteer, Jane Robinson, who is now the benchmark to beat for consecutive year's service with ECFWA.

As a retiring director, she has left a legacy that includes longest-running newsletter editor and national awards program coordinator, building it to the event we have today.

Her attention to detail and enthusiasm for farm writers could also be seen in her leadership roles on ECFWA events and CFWF conferences including Niagara, Windsor and Belleville.

In the last few years, Jane has been taking her exceptional volunteer commitment to the IFAJ 2011 congress by heading up the sponsorship committee.

The ECFWA 2011/2012 executive consists of:

President: Clare Illingworth, Syngenta

First Vice President: Sarah Andrewes, Hill & Knowlton Canada

Second Vice President: Karen Dallimore, Words for Hire

Past President: Kelly Daynard, Ontario Farm Animal Council

Secretary-Treasurer: Andrew Campbell, Fresh Air Media

Newsletter Editor: Claire Cowan, Grain Farmers of Ontario

Directors:

Kathie MacDonald, Rural Ontario Institute

Terry Stevenson, Southern Co-operative Services

Christina Franc, Qu'anglo Communications

Lianne Appleby, Hybrid Turkeys

Atlantic Canada Farm Writers' Association

Prepared by Allison Finnamore, President

Well, the Atlantic Canada Farm Writers' Association is now a year old and with age, comes wisdom.

We've learned that during this period of growth, it's important to keep in regular contact with our members, especially those new to the folds of farm writers' organizations. New member Carmel Vivier stepped up to the plate and volunteered to be our newsletter editor, committing to e-publishing several times a year. Membership profiles are a regular feature, allowing us to get to know each other over the miles. This has been a tremendous help with outreach. Planning of the IFAJ Post Congress Tour of Atlantic Canada has also helped open doors and let the agricultural community in the region know that we're here. It's a slow process that we are steadily working on. Circulating our meetings among New Brunswick, Nova Scotia and Prince Edward seems to help as well. Our next gathering is tentatively planned for the early spring in Prince Edward Island.

We held an informal gathering in spring when the regional farm show, the Atlantic Farm Mech Show, was held in Moncton, N.B. We combined the gathering with a trip to Magnetic Hill Winery.

Our annual meeting was held in mid-June in Truro, N.S. This was the perfect chance to begin establishing a relationship with potential new members and partners, like the Nova Scotia Agricultural College and farmers in the region. A dinner hosted for us by NSAC had three Canadian research chairs present, as well as one of the college's vice-presidents. Also present was former CFWF president Janet Kanters. It was great to have Janet share the time with us and give a greater perspective of the farm writer organizations at the national and international levels.

The current slate of officers:

President, Allison Finnamore

Vice-President and Secretary, Andy Walker

Wayne Riley, Treasurer

Newsletter Editor and NB Director, Carmel Vivier

NS Director, Kim Waalderbos

PEI Director, Gwyn Bellefontaine

Director from Away, Janet Kanters